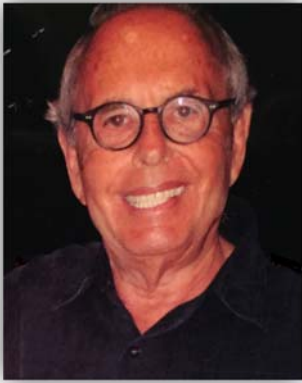


## Tom Feltenstein — Marketing visionary, keynote speaker, bestselling author and motivation trainer.



Today's generation of marketing professionals come from the leading colleges and business schools. They believe in the need to build a brand, gush over how to exploit social media, and propose marketing \$ be poured into mass-marketing advertising.

Tom's mantra is that all you need for success can be found within your own four walls. He advises taking care of your internal customers- your employees so they become your marketing ambassadors. He's a people person who preaches that the path to success is the one that affords the most influence, costs the least, and offers the biggest payoff: to live a joyful life of uncommon success.

Prior to a 40-year trajectory as consultant to Fortune 500 companies, Tom served as senior vice-president for international, billion-dollar advertising agency, Bozell Advertising. As Ray Kroc's disciple, he began his career with McDonald's, rising to become a senior-level marketing executive.

In 2016, Jersey Mike's awarded Tom with the Lifetime Achievement Award at its world convention. In 2009 Tom was awarded an honorary doctorate of law from Northwood University. Tom was the first recipient of the "Visionary Award" a prestigious honor presented by the Council of International Restaurant Brokers.

Tom is a renowned speaker, author, trainer and marketing strategist. He fuses comic timing, 4 walls branding and neighborhood marketing to deliver his motivational business expertise both in the U.S. and abroad.

His high quality, relevant content and high energy programs are delivered in a down to earth style that everyone remembers.

Tom has been a featured speaker among superstars such as Presidents Bill Clinton, George W. Bush, George H. W. Bush, Barbara Bush, Larry King, Terry Bradshaw, Lou Holtz, General Colin Powell, Deepak Chopra, Rudy Giuliani, General Norman Schwarzkopf Jr., Wayne Dyer, Brian Tracy, Former McDonald's CEO Ed Rensi, Founder of Subway Fred Deluca, Sid Feltenstein, and Jon Luther, Former CEO of Dunkin' Donuts, Popeye's.

An ambassador of reason and ingenuity in today's business world, he is nourished by his family, friends, and community while sharing his wisdom as a writer and mentor. Tom is fun, bold, passionately bent on infusing our hurried culture with Uncommon Wisdom. A much sought after educator, speaker, and commentator, his words and presence have touched tens of thousands.

Tom has received acclaim from Larry King for his Uncommon Marketing wisdom, traded barbs on the *David Letterman Show*, and argued the waste of running ads during the Super Bowl on Fox News Pre-Game Show. He has shared his insight in interviews with Voice of America, Bloomberg TV & Radio, US News & World Report, CNN, Tips from the Top, The Wall Street Journal, USA Today, The Food Network, Entrepreneur Magazine and other media.

Tom has provided marketing advice and visionary counsel to some of the world's most respected industry-leading organizations including: BEN & JERRY'S, BRUNSWICK BOWLING, CVS PHARMACY, PEPSI, CHEVRON, CHICK-FIL-A, COCA-COLA, SUBWAY, TEXACO, RADISSON HOTELS & RESORTS, SAM'S CLUB, HYATT HOTELS, UNITED STATES MARINE CORPS, JANI KING, THE WALT DISNEY COMPANY, CRACKER BARREL, MORTON'S, JERSEY MIKE'S SUBS, WOLF GANG PUCK, MEINEKE CAR CARE CENTER, SPORT CLIPS HAIRCUTS, INTERNATIONAL FRANCHISE ASSOCIATION, NATIONAL RESTAURANT ASSOCIATION, MARRIOTT, THE BREAKERS HOTEL, FIREHOUSE SUBS, GOLDEN CORAL, KFC, PALM RESTAURANTS, THE MAIDS, QUICKCHEK, SUNOCO, DUNKIN DONUTS, POPEYE'S, LAPAELLA AND MANY MORE.

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